

Branding Guidelines: Logo and Mascot Usage

In our efforts to maintain a consistent brand look and feel, we have developed guidelines for our logos and mascot. Please follow these guidelines whenever using the UR Medicine Golisano Children's Hospital logo or creating any communications or materials for hospital or community use.

Hospital Name

- Whenever referencing Golisano Children's hospital always use the full name of our hospital: **UR Medicine Golisano Children's Hospital**

Logo

The UR Medicine Golisano Children's Hospital logo is:



- Use the approved logo on all materials
- The logo consists of UR Medicine and Golisano Children's Hospital
- The logo must be used as is and cannot be cropped or manipulated in any way

Approved logos can be downloaded here:

[INTERNAL \(Logos & Mascots\)](#)

[EXTERNAL \(Logos & Mascots\)](#)



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Special Circumstances Only

For special circumstances where space is limited, a graphic including the logo with Sandy attached can be used. This includes premium items, such as water bottles, pens, or on community materials where space is limited.



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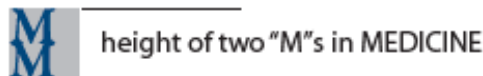
Sandy Strong Mascot

The Sandy Strong mascot and Sandy & Friends graphics (shown below) are to be used as supplemental graphics and are not intended to serve as the UR Medicine Golisano Children’s Hospital logo. **These graphics cannot be used on their own without the URM|GCH logo – see guidelines below.**



When using the graphics above please follow these guidelines:

- Sandy & Friends should be in another location away from the logo – such as another imprint area on apparel, the inside panel of a brochure, secondary graphic element on a flyer, etc.
- The Sandy & Friends graphic is to be used as is (i.e. the friends cannot be separated)
- Any graphic including Sandy and or Sandy & Friends, should be at least the height of two “M’s” in MEDICINE away from the logo.



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Dressed-Up Sandy

Sandy can be modified or dressed up in approved instances. These themed Sandy graphics should only be modified by a designated designer in URMCMarketing Communications.

- The basic features of Sandy should not be altered
- The attire and poses of Sandy should be child appropriate

Any dressed up Sandy should be used for its intended purpose and not used on website or other materials.

We are happy to answer any questions or provide guidance on the brand at any time. Please contact Melissa Ribaldo at Melissa_Ribaldo@urmc.rochester.edu

